

# LYNCHBURG, VIRGINIA

Lynchburg is a typical modern industrial center, the home of many thriving factories, five mammoth scenic beauty, where the hum of commercialism

By H. F. LEWIS,  
Staff Correspondent

Lynchburg, Va., April 10.

The man of business who, by cold calculation, has arisen to a position of eminence in the world of commerce, when looking for new fields to conquer, goes about it pursuing the same coldly calculating methods that have brought him success in the past. In short, before he ventures with his money, he wants to be shown.

Lynchburg, Va., invites the critical inspection of that man, knowing that Lynchburg possesses all the qualifications essential to the making of success, and, by adding to the community men who have been time-tried in the commercial world and found not wanting, they have strengthened their position to a far greater degree than in the acceptance of the happy-go-lucky wayfarer who has just stopped off "to take a chance."

Lynchburg is seeking new industries and new capital. At present there are over \$2,000,000 invested annually in manufacturing and distributing, and the annual volume of business amounts to over \$10,000,000, or over \$1,250,000 per 1,000 of population, and over \$1,250 for each man, woman and child living therein.

The census of 1910 shows that Lynchburg increased in population 56 per cent in the past ten years, the present population being 25,000. For manufacturing you want labor. Population makes labor. Unlike the popular gallery of the South, Lynchburg's labor is native-born white labor, industrious, ambitious, and trained in factory practice and discipline, being far more efficient than the foreign labor and the cheap but inefficient negro labor of farther south.

**Allurements of the South.**  
Three facts that make the South an alluring region to locate in are: The only cheap farm lands left in the United States are in the South, the greatest supply of raw material is in the South, and most of the undeveloped water-power is there. The natural growth of the United States will develop all the great possibilities of the South, which means that Lynchburg is the gateway of a virgin territory and its future is beyond the grasp of the brain of the average man.

Lynchburg's natural market is the South. The bulk of its delivery of annual business is done in that section. Keen competition between four trunk lines of railroads is building Lynchburg's commerce. Lynchburg can today point with pardonable pride to some large, substantial manufacturing and



G. W. SMITH,  
Mayor of Lynchburg since 1904.

jobbing houses whose products are a household word throughout the land. The Southern territory to-day contains over 25,000,000 of people, or about one-fifth of the population of the entire United States. It is all Lynchburg territory, and Lynchburg can claim it because it has the transportation facilities and low freight rates to make good with.

Another thing: The number of consumers in Lynchburg's own market are not only rapidly increasing, but they are growing richer—they are able to buy more every year. Statistics show that each individual's buying power, in the past twenty-eight years, increased 110 per cent. In Lynchburg you are located at the logical distributing point for the South. It is not necessary for you to enter the field of established markets north of the Potomac, because in Lynchburg you are located at the very doors of a market which, as stated before, is growing more rapidly than any other section of the United States, and still the development has not reached the flood tide, but, on the contrary, is but beginning.

**Mayor Is a High Type of Man.**

Born and reared in Lynchburg, George W. Smith, the present Mayor, answered the call of the South for men to battle for the Lost Cause, and served through the civil war under Col. John S. Mosley, looking back over a career that failed to reveal a 1902. George W. Smith's chest can swell with pride. Going down the years of life, adding honor and respect, Mr. Smith first accepted public office in 1895 as chairman of the Board of Five Commissioners, which position he filled in a highly satisfactory manner. In 1904 he was elected in the office of Mayor, which position he has held continuously since that time.

That his administration has always been a clean one, entirely free from stain and imputation, is evidenced by the fact that the citizens never fail to enumerate to the visitor seeking information that they have the "cleanest municipal government of any city of its size in the United States." Mr. Smith is, in every respect, an admirable type of citizen.



New Home of J. W. Guld Company, Inc., Lynchburg, Va. Erected 1911.

## LYNCHBURG A GREAT SHOE MARKET

If you are from Lynchburg, it goes without saying that you are in the shoe business. Lynchburg is a city of shoemakers. Its baseball team is known as "the Shoemakers." Until about ten years ago New England was the home of the shoemaker, but in 1900 a shoe factory was built in Lynchburg, and since that time the growth of the shoe industry in the little city has been so rapid that now it is the fifth shoe market in the world, its annual output of shoes amounting to more than \$5,000,000. In fact, two pairs of shoes for every adult each day is the record made by this aggressive city in the shoemaking game. The rapid growth of this industry in this city is not due to any accident or to chance, but is due largely to the energy and enterprise of her people.

The shoe factories in Lynchburg are of the most modern and up-to-date construction, with ample light and ventilation. Her factories and homes are scattered over innumerable hills overlooking the James River, with the Blue Ridge Mountains in the distance. It has none of the disadvantages of the congested manufacturing cities of the North and West, but enjoys every possible advantage, and as the shoe workers and their families in the factories, and are in a position to rent or own comfortable homes with beautiful surroundings, Lynchburg has an unlimited supply of high-class, intelligent, satisfied labor; therefore it is easy to understand why this little city in twelve years has outstripped, in the manufacture of shoes, such large and old cities as New York, Philadelphia, Baltimore, and Cincinnati.

Lynchburg not only enjoys the reputation of being the largest shoe market per capita in the world, but she enjoys the reputation of being the home of good shoes. Wherever shoes are worn, wherever shoes are sold, Lynchburg shoes are in demand, because she has established a reputation of making nothing but good shoes. Lynchburg stands for shoes, and the word "Lynchburg" stamped on a shoe stands for quality, a high standard of both workmanship and material. These energetic, enterprising, sturdy, honest people have made for themselves a world-wide reputation in a little more than ten years, and they are proud of being called shoemakers, because of the quality rather than the quantity of the shoes which they produce.

### The Craddock-Terry Shoe Company.

The fact that Lynchburg stands fifth in the list of shoe producing markets of the world is due largely to the fact that the Craddock-Terry Company enjoys the reputation of making good shoes.

Twenty-three years ago the Craddock-Terry Company established in business in Lynchburg as a jobber. That year it shipped about \$250,000 worth of shoes. In 1900 they built and equipped a shoe factory. To-day they are doing a business upward of \$5,000,000, operate five factories and two distributing houses, and manufacture more shoes than the entire South outside of Lynchburg. Their factories are modern in construction, possessing every convenience that will tend to promote the interests of their employees and make their factory a pleasant and healthful place to work. Plenty of ventilation and natural light and recreation grounds are provided for the purpose of encouraging physical and moral development among the employees. Adjoining their West End factory they have established a colony for their employees, have built homes for them, which they rent at a nominal figure, and in many cases the workers are buying the home on small monthly payments. Consideration for the worker has tended to promote harmony among the employees and has eliminated the dissatisfied state of mind that exists in so many large factories and has resulted in a far-reaching effect on the quality of the production.

The Craddock-Terry Company has always adhered to the policy of honest value in shoes and liberal treatment of their customers. They are the only

shoe manufacturers in the South making a general line of footwear that has attained success in such cities as New York, Boston, Baltimore, Philadelphia, and Washington. They attribute their success in these great retail centers to the fact that their shoes possess style, snap, and workmanship in addition to quality of service. The Craddock-Terry Company is progressive and aggressive, persistent and consistent, taking the lead and pushing ahead with never ceasing effort, and building up from the foundation laid years ago, "Honest goods at honest prices."

### The George D. Witt Shoe Company.

The house that pioneered the path to Lynchburg's growth as a shoe-producing center and has braved that storm of competition for more than thirty years still stands, in all the glory of its success, acknowledged and respected as "the daddy of them all"—the George D. Witt Shoe Company. It commenced business back in the '70s, in a small way, and has gradually grown in size until today it stands out as one of the large substantial institutions of the South. Many of the present large shoe houses

in producing an enjoyable smoke. Thus you see that in addition to the many manufacturing and jobbing industries of Lynchburg, it is situated in the center of a region that is rich with possibilities along other lines and that has made the State famous wherever tobacco is used.

### The Booker Tobacco Company, Inc.

Chief among the thriving industries that are doing their share toward the upbuilding of Lynchburg at a great commercial and industrial center is the Booker Tobacco Company, Inc., which was organized September 1, 1907, under the laws of the State of Virginia, with a capital of \$50,000. The Booker Tobacco Company, since its organization, has made rapid strides in the manufacture of plug cut, plug twist tobacco, and little cigars and cigarettes, having built up a growing business throughout the United States as well as a healthy export trade.

"Burley Cubes," a little cigar manufactured by them, is fast becoming one of the best sellers of its kind in the country, due directly to the fact that it is one of the best smokes for the money yet produced by any manufacturer.

### The J. W. Guld Company, Inc.

Lynchburg can be justly proud of its great jobbing houses. Lynchburg's jobbing houses have gained trade and wealth which is, in a great measure, due to the superior transportation facilities and favorable geographical location. On the other hand, the houses themselves have proven a credit to the community. Standing out as one of the foremost jobbers of dry goods and notions is the J. W. Guld Company, Inc. Organized in 1904, the business of this company grew to such proportions that in 1911 the company realized that more floor space was necessary, and accord-

ing Virginia, West Virginia, North and South Carolina and Kentucky. They are abreast of the times and among the first to supply their trade with the season's novelties, making it a point to carry a complete and up-to-date stock at all times.

### Barker-Jennings Hardware Co.

Occupying a seven-story building that extends the length of the block, carrying the largest and most extensive variety of hardware and kindred lines of any house in the South of similar character, traveling ten men in the States of Virginia, West Virginia and the Carolinas, the Barker-Jennings Hardware Company, established in 1897, do a strictly wholesale business of immense proportions, founded on fair dealing and liberal treatment of their trade, backed up by the adoption of progressive and aggressive policies.

### The George W. Helme Company.

The George W. Helme Company, of New York, said to be the largest manufacturer of snuff in the United States, maintains a branch house in Lynchburg, covering two acres of ground, that supplies the greater part of the snuff used in the South.

### Virginia's Tobacco Famous.

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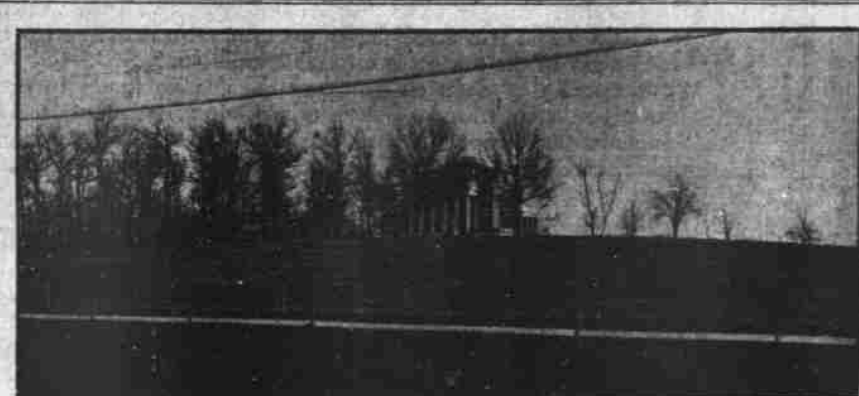
In the manufacture of "Burley Cubes," the Booker company has endeavored to please the popular fancy, having struck a popular combination, as attested by the ever-increasing demand for the little cigars. Their plant at Lynchburg is one of the best equipped of its character in the State, special attention having been given to sanitary methods, and gives employment to more than 100 workers.

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### Quinn-Marshall Company.

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One of Lynchburg's Beautiful Residences—The Krise Mansion.

a small concern, occupying modest quarters, to a big, thriving building occupying a magnificent building seven stories high.

The present home of Guggenheimer & Co. was built in 1904, celebrating the fortieth anniversary of the establishment of their business, as a means to obtaining adequate quarters for their growing business and at the same time reducing operating expenses, enabling them to make prices on their commodity demanded by close buyers. The plans for the building included every modern convenience for showing and handling goods, as well as reducing insurance to a minimum. A mail order department is one of the important features of the business.

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of his manufacture are shipped to all parts of the United States. Established in 1885, the factory occupies a building four stories high, 64 by 122 feet in dimensions. It is the largest concern of its kind in Lynchburg and one of the best equipped in the State. An order recently received from Roanoke calls for three ice wagons and three brewery wagons, and is only one instance cited of the way orders are constantly coming in. The business is divided into the following departments: Garage, auto repair, factory, auto accessory, display, and painting and trimming. The company is sole agent for the Kelly-Springfield tires and the Gray Motor Company engine.

### Hudson-Morgan Electric Company, Inc.

Irby Hudson, president of the company, started in business eight years ago with very small capital in a small shop about 10 by 15 feet. Two years ago the Hudson-Morgan Electric Company was organized and to-day stands out as one of the largest institutions of its kind in the South. The company occupies three floors at 624 Main street, each floor covering 40 to 125 feet. Recently the company equipped a general repair and machine shop in connection with the regular business of electrical contracting and supplies. The company is now building a large chandelier display room, which is the only one of its kind in the city and will carry one of the largest and most complete stocks of lighting fixtures in the State.

### Piedmont Mills, Inc.

The Piedmont Mills, Inc., successors to S. C. Hurt & Son, who established the business in 1885, devote their efforts exclusively to the manufacture of soft winter wheat flour. It is the second largest mill in the State and ranks among the largest in the South. Their capacity is 800 barrels a day, and their product is sold in the Virginias, Carolinas, Florida, and Georgia. The company makes a number of well-known brands of flour, but their leading and best known brand is the Piedmont Patent, which has been on the market, a good seller, continuously since 1885.

### James L. Pritchett & Co.

Starting in business seven years ago, James L. Pritchett & Co. have built a business consistent with the rapid progress of Lynchburg. They own an elevator of 5,000 bushels capacity and make a specialty of a very fine and uniform grade of water-ground cornmeal. Their mill capacity is 1,200 bushels daily. Their territory comprises Virginia, North and South Carolina, and a portion of Georgia.

### Old Dominion Box Company.

The main factory of the Old Dominion Box Company, in Cabell Street, is a four-story structure, 40 by 80. At this plant the company makes a specialty of shoe boxes. The branch is also four stories, 30 by 70. Here are turned out hosiery, millinery, and candy boxes.

### Marsteller Marble and Granite Works.

The Marsteller Marble and Granite Works, makers of monuments and tombstones, is one of the large and growing business institutions of Lynchburg. Their plant is equipped with all the latest machinery for turning out first-class work. They are dealers in iron fencing, railings, marble, granite, limestone, and tiling. Their products are purchased by residents of many of the adjacent states and the quality of their

work is vouched for by all with whom they deal. J. H. Marsteller is the proprietor and C. G. Leving the general manager.

### Adams Bros.-Paynes Company.

The slogan of the Adams Bros.-Paynes Company is: "We furnish everything necessary to the construction of the building." They can, and do, furnish material for a majority of the builders all over the State of Virginia. Organized in 1893, they have grown in size each year until to-day they are one of the largest concerns in the South handling lumber, laths, lime, cement, bricks, slats, fire clay pipe, wood, and coal. They manufacture 3,000,000 bricks annually and are manufacturers' agents for Portland and Rosendale cement.

### H. E. De Witt.

Starting in business with but meager capital, nine years ago, H. E. De Witt has succeeded in building his establishment to the point where it now stands, second in size, of its character, in Lynchburg. Mr. De Witt ships lumber and building material to all the surrounding country, as well as enjoying an extensive local patronage. But four years ago he added a small paint department to his business. At the end of the year just closed Mr. De Witt's books showed that he has sold more than 3,000 gallons of paint to the local trade. He is sole agent for the Itag brand of paint.

### William O. Taylor.

William O. Taylor, manufacturer of and dealer in sashes, doors, blinds, line, bath, flooring, ceiling, framing, and



WM. W. SMITH, A. M., LL. D.,  
Chairman of Randolph-Mason System of Schools and Colleges.

weatherboarding, has been numbered among the prosperous business establishments of Lynchburg for about sixteen years, getting his principal trade within a radius of about fifty miles, and an evidence that the fifty-mile radius is alive with possibilities. Mr. Taylor cites last year's sales as an instance—\$100,000. Mr. Taylor owns the property on which his present business stands, purchasing it about two years ago. His former location was 325 Church Street.

### J. F. Bell Company, Inc.

This is one of the oldest and best established concerns in the South. It was founded in 1859 by J. P. Bell, and incorporated in 1902. The officers are George A. Duggard, Jr., president and treasurer; William H. Wransick, vice president, and R. C. Williams, secretary.

Its history has been marked by steady growth and improvement since its inception. Continued advancements have enabled the concern to maintain and add to its standing as the leader of its line in the South. This has been possible only through the ready adoption of new methods and ideas, and in this the J. F. Bell Company, Inc. has always been in the advance of Southern progress.

The buildings occupied extend through from Main Street to Commerce Street, the retail stationary and book store and jobbing departments occupying the Main Street building. The Commerce Street building is occupied on all four floors by the printing and manufacturing plant. The office may be entered through the store, and the Commerce Street entrance is for receiving and shipping purposes. On the ground floor is the press room, with thirteen presses; the next above is the composing room, with four linotype machines in the book and catalogue department; then the bindery, on the third floor, and the stock room on the fourth floor. The number of employees average 100.

For quite a number of years this concern has printed the catalogue, annuals, and view booklets for thirty to fifty of the largest and best educational institutions in the South, and on this very particular, most exacting class of work, it is recognized as occupying a

ingly erected a building that would comfortably house the expansion of their growing business. The dimensions of the new building are 145 by 132, and it is five stories in height. It is one of the newest buildings in the city and is equipped according to modern notions. The firm covers all the territory tributary to Lynchburg, employing twenty-five traveling representatives. The J. W. Guld Company is a public-spirited concern and ever ready to join in any enterprise that will tend to boost Lynchburg.

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### A. M. Shauer.

Another concern that is spreading the fame of Lynchburg throughout the land is the factory of A. M. Shauer, who builds everything on wheels, from a baby carriage to an automobile. Wagons



Randolph-Mason Woman's College, Lynchburg, Va.